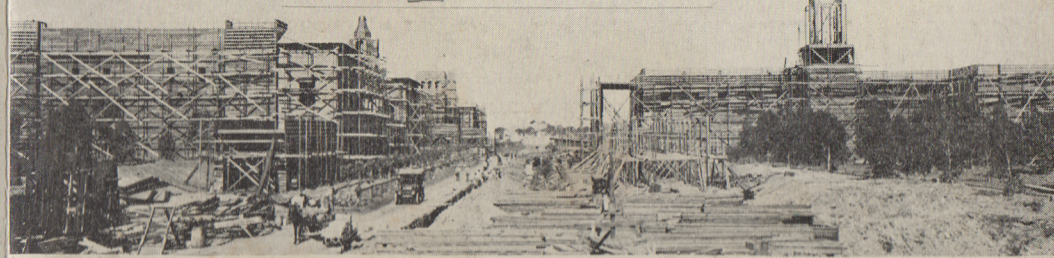


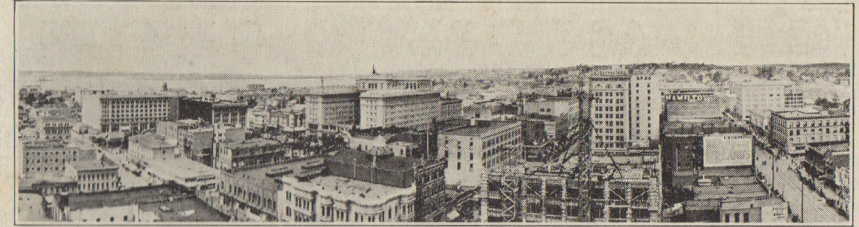
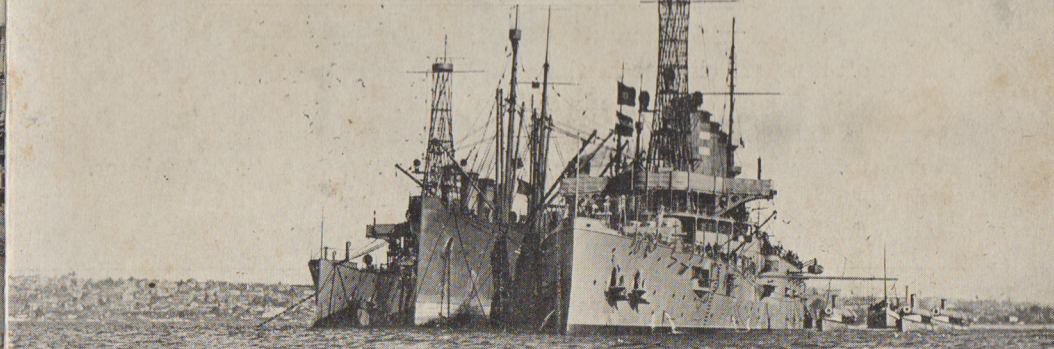
\$2,000,000 U. S. GRANT HOTEL AND PLAZA



SAN DIEGO 1915 EXPOSITION, NOW BUILDING



WARSHIPS COALING IN SAN DIEGO HARBOR



Write
Address
Only.
Postage
1 Cent.

SAN DIEGO—THE NEW METROPOLIS OF THE PACIFIC COAST

MESSAGE

*This looks good
to me. Hope
to see you here
soon. (Guess
who sent this?)*

ADDRESS

TRI-FOLD

20 -

WATCH SAN DIEGO GROW

Year	Postoffice Receipts	Bank Deposits	Bank Clearings	New Buildings	No. of Permits
1901	\$39,151	\$1,830,923	\$.....	\$ 123,285	252
1902	41,720	2,336,778	432,140	127
1903	46,000	3,092,772	710,123	267
1904	56,392	3,729,223	914,967	505
1905	64,190	5,388,518	1,193,170	716
1906	74,350	6,948,972	2,761,285	836
1907	89,776	7,028,322	2,297,915	1051
1908	103,570	7,151,375	37,771,149	2,383,540	1209
1909	113,632	9,565,634	52,094,521	2,632,100	1520
1910	140,209	11,016,000	66,708,874	4,005,200	1995
1911	181,805	15,605,764	86,724,333	5,703,605	2999
1912	228,058	19,613,918	131,894,087	10,001,415	4559

San Diego Invites the World to the Playground and Homeland of America

SAN DIEGO The HARBOR OF THE SUN FIRST PACIFIC PORT OF CALL FROM THE PANAMA CANAL HOME OF THE 1915 EXPOSITION, NOW BUILDING— HAS

Ninety thousand population.
One of the best natural harbors of the world.
Building permits in 1912 were \$10,001,415.
Fifty-four churches.
\$150,000 Y. M. C. A. Building.
57 hotels, two of which cost \$3,500,000.
Finest all-the-year climate in the world.
Doubled in population in the last three years.
Averages only three days in the year without sunshine.
A mean variation in temperature of eight degrees, summer and winter.
11 banks; capital \$2,500,000; deposits \$21,000,000.
Raised \$4,800,000 for development purposes in one year.

Purest and cheapest mountain water in any city of America.
500,000 acres of unimproved land in back country.
Sufficient water conservable to irrigate every acre of valley land.
23 theatres, one of which cost \$1,000,000, and is finest west of Chicago.
200 manufacturing industries.
City library containing 50,000 volumes.
Three daily newspapers and many weekly and monthly publications.
Aero Club, with the largest and finest aviation field in the world.
Curtiss and Army and Navy Aviation Schools, flying every day in the year.
Outdoor amusements all the year round: hunting, fishing, baseball, tennis, polo, swimming, yachting, motor-boating, rowing, golf, and autoing.

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FOR FURTHER INFORMATION ADDRESS THE SECRETARY, WILLIAM TOMKINS, SAN DIEGO, CAL.